

JOURNAL

DE L'ORDRE DES DENTISTES DU QUÉBEC

ADVERTISING AGREEMENT ADVERTISEMENTS AND SUPPLEMENTS

Rate card No. 37 • In effect as of January 1, 2011
GST 5% R1077803017 • QST 8.5% 1006163293

ADVERTISER NAME		DATE
ADDRESS		
CITY/TOWN		POSTAL CODE
TELEPHONE	FAX	E-MAIL
CONTACT	SIGNATURE	
<input type="checkbox"/> BILL TO ABOVE ADDRESS OR SPECIFY OTHER ADDRESS:		

PUBLICATION DATES

Circle the number of advertising spaces reserved for each publication.

February/March 2011	1	2	3	4	5	6	August/September 2011	1	2	3	4	5	6
April/May 2011	1	2	3	4	5	6	October/November 2011	1	2	3	4	5	6
June/July 2011	1	2	3	4	5	6	December 2011/January 2012	1	2	3	4	5	6

PAYMENT METHOD

☐ CHEQUE ☐ VISA ☐ MASTERCARD

CARD NUMBER

EXPIRY DATE (MM/YY)

CARDHOLDER

COSTS

Check the appropriate boxes.

	NUMBER OF INSERTIONS	BLACK & WHITE	FOUR-COLOUR PROCESS	SUBTOTAL	PREFERENTIAL POSITIONING	SPECIFY:	TOTAL
1 page	<input type="checkbox"/> 1 \$1,350 <input type="checkbox"/> 3 \$1,315 <input type="checkbox"/> 6 \$1,250		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
2/3 page <input type="checkbox"/> horizontal <input type="checkbox"/> vertical	<input type="checkbox"/> 1 \$1,130 <input type="checkbox"/> 3 \$1,090 <input type="checkbox"/> 6 \$1,040		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
1/2 page <input type="checkbox"/> horizontal <input type="checkbox"/> vertical	<input type="checkbox"/> 1 \$910 <input type="checkbox"/> 3 \$880 <input type="checkbox"/> 6 \$830		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
1/3 page <input type="checkbox"/> horizontal <input type="checkbox"/> vertical	<input type="checkbox"/> 1 \$800 <input type="checkbox"/> 3 \$780 <input type="checkbox"/> 6 \$740		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
1/4 page <input type="checkbox"/> horizontal <input type="checkbox"/> vertical	<input type="checkbox"/> 1 \$750 <input type="checkbox"/> 3 \$725 <input type="checkbox"/> 6 \$680		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
1/8 page	<input type="checkbox"/> 1 \$550 <input type="checkbox"/> 3 \$535 <input type="checkbox"/> 6 \$500		+ <input type="checkbox"/> \$1,525	= \$	+ <input type="checkbox"/> 15%		= \$
Covers <input type="checkbox"/> 2nd or 3rd inside cover	<input type="checkbox"/> 1 \$3,390 <input type="checkbox"/> 3 \$3,145 <input type="checkbox"/> 6 \$3,010				+ <input type="checkbox"/> 15%		= \$
<input type="checkbox"/> 4th back cover	<input type="checkbox"/> 1 \$3,760 <input type="checkbox"/> 3 \$3,400 <input type="checkbox"/> 6 \$3,330						= \$
Advertising supplements included with the <i>Journal</i>	<input type="checkbox"/> 1 supplement \$1,695			+ \$860 each additional supplement		NUMBER:	= \$
GRAND TOTAL (Before GST & QST)							= \$

MATERIAL REQUIRED

To be provided no later than the tenth day of the month prior to publication.

A sample or a photocopy of the supplement must accompany each advertising agreement.

Advertising pages

High-resolution PDF, colours converted to four-colour process, with marks for bleed margins, to be sent to journal@odq.qc.ca.

Advertising supplements

8 1/2" x 11" maximum
Supplied pre-printed by the advertiser and sent to the mailing company – see the *Journal* for the address of the company.

Quantity to be provided

Dentist subscribers only: 4,700
Dentist subscribers, university institutions, dental staff and others: 5,500

Conditions according to the rules in effect. All advertisements are subject to approval by the *Journal de l'Ordre des dentistes du Québec*. No cancellations accepted after the deadline.

For the use of the *Journal de l'Ordre des dentistes du Québec*

Accepted by

Date

